**Patent claims**

1. Encapsulated aromas and/or perfumes, characterized in that they consist of hydrophilic solid particles in which the aromas and/or perfumes are enclosed and which are encased with or comprise modified cellulose, this having reversible gel formation on temperature increase.

2. Aromas and/or perfumes according to Claim 1, characterized in that they comprise 1 to 50% by weight of modified cellulose.

3. Aromas and/or perfumes according to Claim 1 and 2, characterized in that they comprise 2 to 20% by weight of modified cellulose.

4. Aromas and/or perfumes according to Claim 1 to 3, characterized in that they comprise 5 to 10% by weight of modified cellulose.

5. Aromas and/or perfumes according to one of Claims 1 to 4, characterized in that they comprise, as modified cellulose, methyl cellulose, hydroxypropyl cellulose, hydroxypropyl methyl cellulose, ethyl methyl cellulose, ethyl cellulose or mixtures thereof.

6. Process for producing encapsulated aromas and/or perfumes in which aroma particles or perfume particles are furnished with a coating or a coating is added to them, characterized in that modified cellulose is used with which reversible gelation occurs with temperature increase.

7. Process according to Claim 6, characterized in that the aroma particles and/or perfume particles are produced by fluidized-bed spray granulation of an aqueous emulsion of aroma and/or perfumes and hydrophilic supports.

8. Process according to Claim 6 and 7, characterized in that the aroma and/or perfume particles are coated in a fluidized-bed apparatus.

9. Process according to Claim 6 to 8, characterized in that modified cellulose is added to the aroma and/or perfume particles.